



Power
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PowerStream wants you to be powerWISE™

PowerStream, already an industry leader in delivering safe, reliable and efficient electricity services to customers, is joining forces with five other major urban utilities to help consumers conserve energy and keep their hydro bills affordable.

The multi-year initiative will be communicated under the name "powerWISE™", a brand concept developed to help build awareness, educate and promote conservation to electricity customers.

PowerStream, Hamilton Utilities Corporation, Enersource Hydro Mississauga, Hydro Ottawa, Toronto Hydro Electric System and Veridian Connections will invest a combined \$70 million over the next three years on conservation and electricity demand management programs. In total, the six utilities provide electricity distribution services to 1.65 million customers or approximately 40 percent of the electricity customers in Ontario.

Through "powerWISE™", we will provide you with the tools you need to reduce your electricity use on a sustainable basis. At www.powerwise.ca you will find information on energy efficient lighting and appliances, residential audits, an energy consumption calculator and school education programs.

Some of the conservation programs to be offered specifically to PowerStream customers will be managed through partnership arrangements with Toronto and Region Conservation and the Markham Energy Conservation Office. Watch for more information on these programs to be announced in the next few months.

